I feel that allowing cell phone use onboard during flight would be detremential to the overall safety of the flight. Most people dont pay attention to a simple safety demo before takeoff. I fear that in the event of an unexpected emergency, people would be more concerned about calling their family and friends than listening to instructions from the crew. Planes are more crowded than ever and being forced to listen to conversations of those seated around you could be quite annoying, leading to even more customer dissatisfaction.